

Message Text

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ACTION NEA-09

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FM AMEMBASSY CAIRO

TO USDOC

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AMEMBASSY BEIRUT

UNCLAS CAIRO 7276

PASS - T. THOMAS, SUPPORT SERVICES;

B. TYRRELL, SPECIAL ACTIVITIES

EO 11652: N/A

TAGS: BEXP EG

SUBJECT: COMMERCIAL PRESENCE FAIR - CAIRO

1. AT MEETING BETWEEN NASSER MADKOUR, DIRECTOR GENERAL CAIRO INTERNATIONAL FAIR, ROGER MERRICK COMMERCIAL OFFICER, JAMES LEFEAVER DIRECTOR, RTDO, BEIRUT, AND ROBERT VIGNEAULT, US DEPARTMENT OF COMMERCE POSSIBLE SITE LOCATIONS FOR THE US EXHIBITION WERE DISCUSSED. MR. MADKOUR POINTED OUT THAT ALL PRIME SPACE AT THE FAIR HAD BEEN PREVIOUSLY COMMITTED BUT THERE WAS AVAILABLE 1045 SQ. METERS IN THE CHINESE PAVILION IN ADDITION TO THE 475 SQ. METERS BEING USED BY IRAN. AFTER INSPECTION OF OTHER SMALLER COVERED AREAS WITHIN THE FAIRGROUNDS, VIGNEAULT REQUESTED MADKOUR TO RESERVE AT NO COST TO THE CSG THE 1045 SQ. METERS GROSS IN THE CHINESE PAVILION AS WELL AS 1300 SQ. METERS OF OUTSIDE SPACE (NON CONTIGUOUS). TOTAL SITE RENTAL WOULD BE \$43,025 COVERING 1045 SQ. METERS INSIDE AT \$25. PER SQ. METER AND 1300 SQ. METERS OUTSIDE AT \$13. PER SQ. METER. MR. MADKOUR STATED THAT HE WOULD RESERVE THE ABOVE MENTIONED SPACE UNTIL SEPT. 28, 1974.

2. MALKOUR SAID THE SITE RENTAL PAYMENT MUST BE MADE IN HARD CURRENCY. MADKOUR FIRMLY STATED HE HAD NO UNCLASSIFIED

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AUTHORITY TO WAIVE HARD CURRENCY PAYMENT REQUIREMENT.

3. VIGNEAULT ESTIMATES THAT PRESENT INSIDE CONFIGURATION WILL ACCOMMODATE A COMBINATION OF 30 - 3 X 4 AND 3 X 5 METER BOOTHS IN ADDITION TO OFFICES AND LOUNGE.

4. VIGNEAULT AND LEFEAVER ESTIMATE BUDGET BREAKDOWN FOR CAIRO FAIR AS FOLLOWS:

A. ESTIMATED EXPENDITURES

- SHIPMENT OF A-2 SYSTEM PLUS BACKWALLS AND FLOORING FROM MANHEIM, ERECTING IN CAIRO AND RETURN TO MANHEIM \$35,000 (HARD CURRENCY)

- SITE RENTAL 43,025 (HARD CURRENCY)

- OPERATING EXPENSES 40,000 (SOFT CURRENCY)

TOTAL \$118,025

B. EXHIBITOR AND COMMERCE FUNDING

- 3 G 4 METER BOOTHS AT \$1800 - \$36,000 (HARD CURRENCY)

- 10 - 3 X 5 METER BOOTHS AT \$2000 - \$20,000 (HARD CURRENCY)

- 1300 SQ. METERS OUTSIDE AT \$15 PER SQ. METER - \$19,500 (HARD CURRENCY)

- SOURCE

EGYPTIANPOUNDS LE40,000 (SOFT CURRENCY)

- COMMERCE STE \$2,525 (HARD CURRENCY)

TOTAL \$118,025

59 VVIGNEAULT ESTIMATES THAT INITIAL PAYMENTS FOR SITE RENTAL AND CONSTRUCTION CONTRACTS HE WOULD REQUIRE S&E FUNDS OF \$25,000. IT IS EXPECTED THAT COMMERCE UNCLASSIFIED

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WILL HAVE TO SUPPLEMENT EXISTING CAIRO BUDGET WITH S&E FUNDING OF \$2525.

6. UNLESR INSTRUCTED TO THE CONTRARY,
EMBASSY WILL GIVE
GO AHEAD ON SITE ACCEPTANCE TO DIRECTOR GENERAL MADKOUR

ON SEPTEMBER

28. IT CLEAR THAT FAIR AUTHORITIES ARE NOT
POSTURING ON THIS DEADLINE. FOR FIRST TIME EGYPTIANS
ARE BEING ASKED FOR MORE EXHIBIT SPACE THAN THEY HAVE.
MADKOUR AND OTHER EGYPTIAN OFFICIALS APPEAR ANXIOUS TI

ENCOURAGE US PARTICNPATION IN THIS EXHIBITION AND THEY

ARE CLEARLY UNDER PRESSURE TO COMMIT SPACE TO OTHER

EXHIBITORS.

7. AMBASSADOR TALKED WITH FONMIN FAHMY TODAY
POINTING OUT USE OF SURPLUS PL 480 EGYPTIAN POUNDS FOR
RENTAL OF FAIR SPACE IS PROPER "US USES" EXPENDITURE
AND SHOULD BE APPROVED. FAHMY PRESSED THAT DOLLARS
BE USED SINCE ALL OTHERS EXCEPT BILATERAL COUNTRIES ARE PAYING
IN HARD CURRENCY. HOWEVER, HE FINALLY AGREED TO LOOK INTO
MATTER AND LET US KNOW.
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